

# COMPUTER SYSTEMS NEWSLETTER

*For HP Field Sales Personnel*

REINHARDT, HELMUT  
FRANKFURT  
HPSA

HEWLETT  PACKARD

Vol. 1, No. 7  
Sep. 15, 1976

- **HPSA Sells Twenty-One 3000's to IRAQI Government**
- **ESR's Montella Wins DTD Sales Contest**
- **MSR's Toth Sells DSD Distributed Network to GM**
- **AMD Sells Four 9500's to GRUMMAN**
- **NCR Signs Million \$\$ Order for 7970's from Boise.**

## In This Issue...

### AMD NEWS

#### SALE SUCCESSES

- Volume Lack; Dollar Gain ..... T. Freed/AMD [2]
- 9500's: Teaching an Old Dog ..... T. Freed/AMD [2]
- Masked Salesman Rides Again ..... T. Freed/AMD [2]

#### PRODUCT NEWS

- Discounts and the DTS-70 ..... T. Freed/AMD [2]
- Clearance Sale ..... R. Carelli/AMD [2]
- Follow-On Atlas Licenses ..... D. Landes/AMD [3]

### BOISE NEWS

#### PRODUCT NEWS

- 2607/12987 Option Lowers Price ..... N. Voigt/Boise [4]

#### SALE SUCCESSES

- Great Year for Telescopes ..... N. Voigt/Boise [4]
- NCR Signs Million \$\$ Contract/7970's ..... R. Covington/Boise [4]

#### SALES AIDS

- Getting that Add-On Business ..... S. Richardson/Boise [5]

#### DIVISION NEWS

- Special Quotes Valid for 30 Days ..... S. Richardson/Boise [5]

#### OEM CORNER

- How Does Your Printer Stack Up? ..... N. Voigt/Boise [5]

### DSD NEWS

#### SALE SUCCESSES

- A Whopper Sale of HP Network ..... J. Streeter/DSD [6]
- IBM Distributed Systems ..... B. Blake/DSD [6]
- HP-IB Sells G.E. .... B. Blake/DSD [6]
- 9640's A Success At Hughes ..... D. Hendrix/DSD [6]
- Another First for Hughes/Tucson ..... D. Hendrix/DSD [7]

#### OEM CORNER

- Fairchild Re-Signs OEM Agreement ..... B. Burger/DSD [7]
- New OEM's On Rise ..... S. Kagan/DSD [8]
- OEM Team is Strengthened ..... S. Kagan/DSD [8]

#### PRODUCT NEWS

- 21MX Instruction Set Improved ..... B. Frankenberg/DSD [8]
- Clarification on 9866 Printer Support ..... F. Gibbons/DSD [8]
- HP-IB Compatible Devices ..... C. Dixon/DSD [9]
- 11000 Yellow Brick Rd ..... D. Bunch/DSD [9]
- Software Copyrights ..... M. Fowle/DSD [9]

- 21MX 4K, 8K Memory Price Cut ..... O. Mahoney/DSD [10]
- Special Sale on 2100 Expansion Mem. .... D. Carver/DSD [10]
- HP-IB Forget-Me-Not ..... D. Hannebrink/DSD [11]

#### SALES AIDS

- ADM/RTE ..... J. Koskinen/DSD [12]
- Field Quote on 96MX Sys Man. .... D. Bunch/B. Hoke/DSD [12]
- A Full Calendar of ..... B. Stevens/DSD [12]

### DTD NEWS

#### SALE SUCCESSES

- The UNIVAC Connection ..... R. Ferguson/DTD [14]
- Wilson Makes Headlines ..... R. Ferguson/DTD [14]
- Data Terminals Visit All-Star Game ..... R. Ferguson/DTD [14]
- Sharp Shooter De Shutter Hits ..... F. Grandjean/DTD [15]
- HP Supplies Oil Empire ..... C. Flock/DTD [15]
- Lazenga's Limitless Lucidity Lucrative ..... R. Ferguson/DTD [15]

#### SERVICE NEWS

- 2640's: To Switch or Not to Switch ..... E. Churka/DTD [16]

#### ORDER PROCESSING

- DTD OP Says "Call Us"! ..... F. Codispotti/DTD [16]
- CPL Discrepancies ..... T. Anderson/DTD [16]

#### PRODUCT NEWS

- Softkey Programmers Wrapped Up ..... R. Ferguson/DTD [17]

### GSD NEWS

#### SALE SUCCESSES

- June Educational Sales ..... C. Doerr/GSD [18]
- Customer Profile: MOIM Iraq ..... C. Budkowski/GSD [18]
- Going After the Fortune "100" ..... B. Ingols/GSD [18]

#### PRODUCT NEWS

- 3000CX to 3000 Series II Upgrade ..... D. Sanders/GSD [19]
- CPL Changes ..... E. North/GSD [21]

#### ORDER PROCESSING

- Order No. on Signed Agreements ..... C. Budkowski/GSD [21]

#### DIVISION NEWS

- SE/TRAINING Support Org. .... S. Shell/GSD [21]

### HPG NEWS

#### SALES AIDS

- Sell Those RJE Stations ..... B. Guidon/Boise [23]

#### PRODUCT NEWS

- Using IBM Base to Sell 7260A's ..... B. Guidon/Boise [23]
- RTE Refresher Seminar ..... A. Rakhmanoff/HPG [23]
- Paper Tape Reader Price Increase ..... G. Quin/HPG [24]
- Three Day Delivery on OMR's ..... G. Quin/HPG [24]

# AMD DIVISION NEWS

## Sale\$ Succe\$\$e\$

### WHAT WE LACK IN VOLUME, WE MAKE UP IN DOLLARS!!!

by: Tom Freed/AMD

This certainly is a quirk to the old saying, but thanks to you guys, AMD has logged in some goodies. In July and early August we've received three orders — all around a half-million dollars each — i.e., Grumman Aerospace, MEL (UK), and the Government of India.

### 9500'S — YOU CAN TEACH AN OLD DOG NEW TRICKS . . .

by: Tom Freed/AMD

Don't count out the 9500 systems. In a year when Divisions are moaning about fall-off in products, the 9500 is still proving to be a hummer. Look at the following stats:

	PERCENT OF QUOTA — YTD PERFORMANCE
NEELY	123
MSR-W	116
MSR-E	600
EASTERN	265
CANADA	216
EUROPE	140

### THE MASKED SALESMAN RIDES AGAIN . . . OR . . . LEBERT BAGS ANOTHER GRUMMAN ORDER

by: Tom Freed/AMD

Is it highway robbery or just a "@!!" good deal??? Thanks, FRANK, for landing the latest Grumman order, for four-9500's. With this order, Frank Lebert has sold twenty-two-9500D's to GAC this fiscal year, for their "CAT-D" systems program. There's still more to come, with the high probability of landing 3 more systems before November 1.

## Product News

### DISCOUNTS AND THE DTS-70

by: Tom Freed/AMD

There has been an amendment to the CSG End-User Purchase Agreement. The 9571A Digital Test Station is listed under a new column — Type VIII-C. Under this column, the HP 9571A earns no functional units but is subject to discount under Type VIII discount schedule (for 8500, 9500). The 9640 with appropriate options is discounted separately under its own schedule. Please don't lump the 9571 and the 9640 together under one discount.

Also, since TESTAID-III (HP 91075B) is a licensed product, it is not subject to any discount or function points.

### CLEARANCE SALE

by: Ron Carelli/AMD

The following equipment is available from AMD on a *first come, first served* basis with no warranty on an as-is basis. All items will be checked to assure functional operation before shipment. Please contact Ron Carelli X2530 for any further details.

ITEM	PRICE	QUANTITY AVAILABLE
5327B, w/opts. 003, 004, H07	\$1461	1
6941A	770	2
6941A, w/opt. J20	818	4
62018E, w/opts. 011, 102	182	2
62024E, w/opt. 011	182	1
62415A	21	7
779D, w/opt. C09 (APC-7 plug all ports)	490	2
69370A	320	4
8478B, w/opt. H18, 011	270	1
86632A	805	1
12895A, (DMA 2155)	927	3

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

## FOLLOW-ON ATLAS LICENSES

by: Dick Landes/AMD

To make it easy for you to remember and easy on your customers' budgets, the same policy will apply to pricing follow-on ATLAS Licenses that was announced for Testaid last month.

Here it is:

- ATLAS Licenses purchased in one country by one company are counted when establishing first and subsequent purchases. One company is defined to include all Divisions but subsidiary companies are counted separately. HP will, to the best of its ability, keep track of multiple licenses to one company in one country, but HP is not responsible for correcting any oversights.
- The second and subsequent licenses purchased by a customer may be either TODS-based ATLAS or RTE-based ATLAS (when offered). Irrespective of which the first was, the follow-on price will apply to the second license.
- With regard to U.S. or foreign Government purchases, each Government Agency will be considered the same as a company. For example, all U.S. Department of the Army licenses are counted, all Navy licenses are counted, all Air Force licenses are counted, etc. So far, the Air Force is the only Agency which qualifies for follow-on prices.
- Purchases of ATLAS licenses by a prime contractor with funds provided by a Government Agency *do not* count as follow-on purchases by the Government Agency. The company is considered a separate entity, even though the software may ultimately be delivered to the Government Agency.
- Licenses are counted in the country in which purchased. However, if HP installation or support is required in a different country, higher prices could apply.



# BOISE DIVISION NEWS

## Product News

### NEW OPTION FOR 2607/12987 LOWERS PRICE BY \$500!

by: Nick Voigt/Boise

Once again, being responsive to field inputs, Boise announces an option to delete the stand from the 2607A/12987A. This allows a \$500 reduction in price for the printer or its subsystem.

Order these new options as follows:

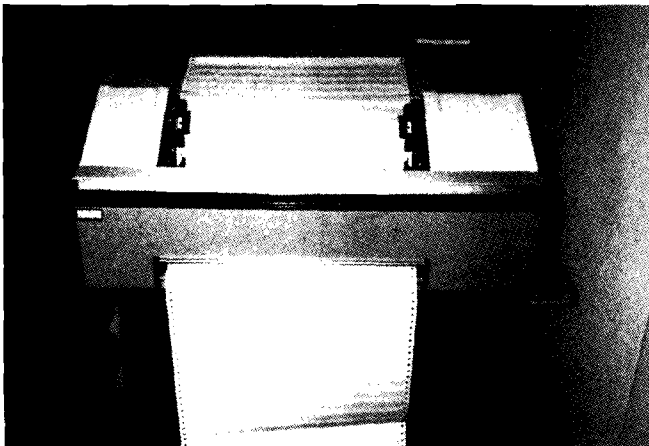
<b>2607A Line Printer 200 lpm Dot Matrix</b>	<b>\$7675</b>
<b>H02 Delete Printer Stand</b>	<b>- \$ 500</b>

OR

<b>12987A Line Printer Subsystem 2607A</b>	<b>\$8325</b>
<b>H03 Delete Printer Stand</b>	<b>- \$ 500</b>

#### REMEMBER

- The 2607A is an HP-built printer with proven reliability.
- The 12987A is fully discountable based on functional units under the existing CSG purchase agreements.
- A 12987A/2607A as a second printer on your customer's system can increase his up-time and throughput!



**Sell HP Line Printers!!**

## Sale\$ Succe\$\$e\$\$

### ANOTHER GREAT YEAR FOR TELESCIENCES!

by: Nick Voigt/Boise



Shown above are *Ken Volet* and *Jackie Dente* holding the freshly signed Telesciences purchase agreement. Telesciences is one of our major magnetic tape OEM accounts as well as a major systems OEM. Their application is telephone call logging for various telephone operations worldwide. It's a good fit for an extra reliable product (7970's) in an industry which requires the extra reliability.

Good job, *Ken*, and keep up the good work, both *you* and *Jackie*.

Incidentally, look for an applications note coming soon on Telesciences.

### NCR SIGNS MILLION \$ CONTRACT FOR 7970'S

by: *Ronnie Covington/Boise*

*Joe Euse* of the Dayton Sales Office recently closed an order for 400 HP 7970B Mag Tape Drives to be used in NCR's Point of Sale Systems.

*Joe* has shown us that there are "big bucks" to be made in the OEM Mag Tape Business. You need only to find a customer who demands a highly reliable unit. These customers are in a variety of industries including the telephone,

point-of-sale, and computer output to microfilm industries, to name a few. You just might have a prospect in your territory who also has a significant requirement for reliable, solidly-built mag tape drives. If so, give us a call, and we'll be glad to help you get the business!

Great job, Joe!



## Sales Aids

### GETTING THAT ADD-ON BUSINESS!

*by: Steve Richardson/Boise*

Need to beat your quota? No hot system deals going to come through soon? Why not pick up some quick and easy sales in the add-on market?

It makes sense! There are HP customers in your area you've already sold on HP. Your established customer base is a valuable asset. There needs have probably increased since they bought that original system. They may be ready for an extra tape unit, a few more terminals or another printer. There is no better way to cultivate this customer base than to follow their needs and get this add-on business, thereby keeping HP and you in the front of their minds.

Can Boise help you get this business? We are here to do just that.

- We have cut the price on the 2607 (see 2607 article).
- We can answer any technical questions which arise when adding on peripherals.
- Often we can help by giving better delivery.
- We can provide specials like foreign character sets for printers, or an extra long cable to hook up a terminal.
- Sometimes, we can even give you a good discount if the customer will accept slightly used equipment (with a full warranty, of course).

The first step is up to you. The new low price for the 2607 is a great reason to call your established customers. This is a perfect time to renew old acquaintances. You will be surprised how those add-ons can add-up!

### GOOD SELLING!

## Division News

### SPECIAL QUOTES ON BOISE PRODUCTS ARE VALID FOR 30 DAYS

*by: Steve Richardson/Boise*

Special equipment prices are quite volatile. Often the costs involved in designing or manufacturing a special unit can change fairly rapidly.

For this reason, a salesperson cannot rely for more than 30 days on a quote for a special product. A new quote should be obtained from Boise for each potential order, or if a customer has not purchased a special unit during the 30 day period in which a prior quote was valid.

We here at Boise realize that this can be an inconvenience, but I'm sure you also recognize HP's need to make a reasonable profit! Hopefully you can sometimes turn this inconvenience into an advantage by getting the customer to make a faster commitment. In any case, we will do our best to give you the quote you need within two days of when you ask for it. Try us!

## OEM CORNER

### HOW DOES YOUR PRINTER STACK UP?

*by: Nick Voigt/Boise*

Recently we've had some feedback from the field that some customers are having difficulty, especially on the higher speed line printers, with paper stacking when printing on special forms, light paper, or performing several high speed ejects. Now, for your customers who have these special form stacking requirements, Boise can recommend a solution.

The ATI model 401 formstacker has been tested with several of our printers with great success. Several of our current customers are using this stacker now and find that it almost completely eliminates any stacking problems which they previously had.

We have tested and recommend the ATI stacker for your customers with stacking problems. The model 401 costs around \$1325 from ATI. Additional information may be obtained from:

**Advanced Terminals Inc.**  
 Rural Rt. 2 Box 80  
 Mohawk, New York. 13407  
 (315) 866-6900

# DATA SYSTEMS NEWS

## \$ale\$ \$ucce\$\$e\$

### A WHOPPER SALE OF THE HP NETWORK

by: John Streeter/DSD



Heartiest congratulations to *Roy Toth*, FE, Farmington Hills, Michigan! *Roy* has just booked an order for over \$750,000 with the Chevrolet Engineering Center of General Motors. The order is for an HP 9700A/9611A Distributed Network. Best of all, this is only Phase I of what will be a \$2,000,000 Dual Host Network. Nine 9611A Satellites will be on Host I. A back-up host with additional satellites is planned for the near future. A total of about 20 systems will be included in the network. The two Hosts will communicate with each other in a Program-to-Program Mode. The Network will control and acquire data from Engine Dynamometer Tests, Chassis/Body Fatigue Tests, from Physical Tests and from Engine Emission Tests. In Phase I Chevrolet purchased two 9700A's, five 9611A's and two 9640A's. *Roy* outdistanced tough competition from Modcomp, DEC and IBM, successfully maximizing the sales impact of HP's superior Networking software, total industrial measurement and computational capability and top level management contact. Congratulations again, *Roy*, on a superb selling job!!

First Shell, then Caterpillar, then Chevrolet . . . whose next? Wake up Wall Street . . . Here comes the Real NET! (HP 9700 Distributed Networks).

### IBM DISTRIBUTED SYSTEMS

by: Bob Blake/DSD

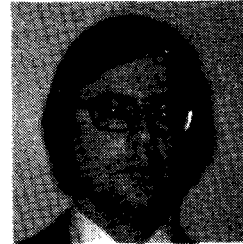
*Jack Ferguson*, Sales Rep./Syracuse, says "this is the most exciting sale I've made in my life, I went in with no end of pessimism, but as we studied the savings compared to budgetary use of the in-house 370 the benefits of the HP approach became very visible."

*Jack* sold IBM a distributed system package for their new

9640A BCS system and the five (5) previously purchased 8542B Network Analyzers.

This was an approximate \$78K sale which puts *Jack* over \$500K at this account this year with expectations of another RTE-II based 9640A this year.

We can learn a lot from *Jack's* unwillingness to be overwhelmed by a big industry name and the superb job in tenaciously making all the benefits visible.



### HP-IB SELLS G.E.

by: Bob Blake/DSD

*Jack Ferguson* won again (see IBM Distributed Network) at G.E. Corporate R&D by selling a 9640A with RTE-III and HP-IB into a very exotic application.

If you're a sci-fi buff you'll remember the dramatic affects of the darkened lab with dazzling bolts of lightning dancing from pole to pole. This system will be used in a high energy testing lab with customer developed, optically coupled, interfaces to the HP-IB.

This user's experience has been limited to the use of DEC equipment, but *Jack* says G.E. found HP-IB, RTE, HP price/performance irresistible.

Super job *Jack*.

### 9640's ARE A SUCCESS AT HUGHES

by: Dave Hendrix/DSD

Hughes at Culver City, California and Canoga Park, California have incorporated a number of HP 9640A's as an integral part of their laboratory testing.

Hughes has recently bought two 9640's. One is to be used to evaluate the design of the TID processor that controls the F14 radar assembly (I couldn't find out what the TID acronym means). The TID processor in the radar module will continu-

ously pump out data to the HP 9640A that will allow Hughes to evaluate their design of the TID processor. The second HP 9640A recently purchased will be used in conjunction with our HP DST-70 Digital Tester. The digital tester will be used to test digital logic boards that go into the F18 program's radar assembly. This 9640A will also be used for data gathering to evaluate the lab designs on the F18 radar program.



George Inglehart, FE, L.A. Airport, said that it took over a year to sell the digital test system and that we were running 2nd to General Radio until our new DTS-70 was announced. AMD's new product, plus a lot of credit to George's fellow FE's, visits by our factory personnel and customer visits to AMD, all played important roles in swinging the sale to HP.

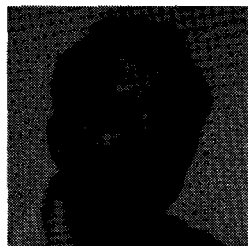
Hughes at Canoga Park, California, also purchased a HP 9640A to be placed in their laboratory for automation purposes. All the above mentioned HP 9640's are going into the lab areas at Hughes. This is a new area breakthrough at Hughes and adds a new dimension to our success with them. George Inglehart indicated that credit for this breakthrough was due to some great HP teamwork and the fact that the RTE operating system had efficient multi-operating uses.

All indications show that there are more orders to follow. Thanks for the above \$100K business, George. DSD tips their hat to you!

... AND ANOTHER FIRST FOR HUGHES/TUCSON

by: Dave Hendrix/DSD

On the surface this \$120K 9603A order doesn't look any different from any other standard HP 9603A with IMAGE/Query but it's application will be unique. Hughes/Tucson had the problem of wanting to interface the DTS-70 using RTE and having the expanded capabilities of RTE-III on the same system. As you know, the DTS-70 is not compatible with RTE-III so there was a definite problem. How can we provide both?

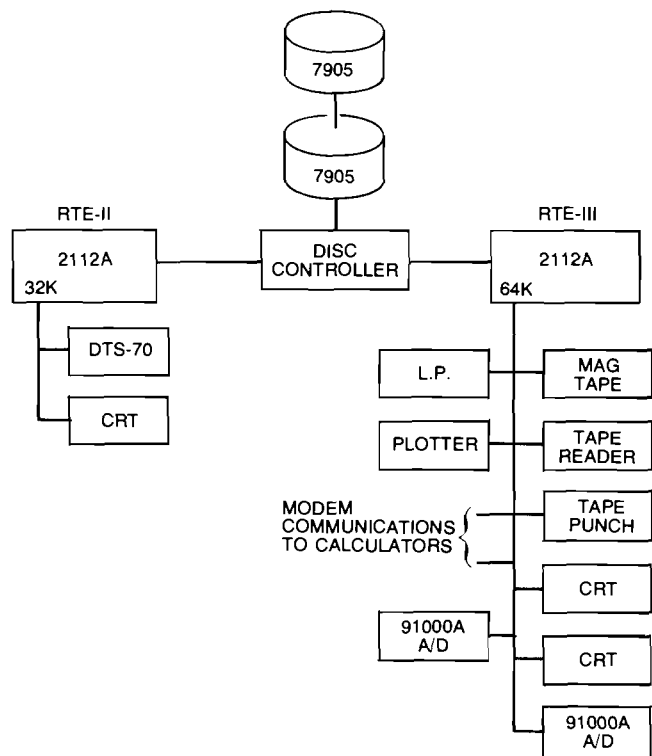


Where there is a will, there is a way!! George Bowden, FE/Phoenix, simply sold them a standard HP 9603A with RTE-III, 64K and IMAGE/1000 along with another HP 2112A to be racked in the same system (Ref. Figure 1). The stand-alone HP 2112A will be reserved to operate the DTS-70 with the RTE-II package being provided by AMD. The HP 9603A/RTE-III will do all the other housekeeping including

data acquisition from two calculator-based test stations, plotter output, local data acquisition through their HP 91000A A/D cards and their data base management requirement.

The key to this configuration success was the capability of multiple CPU's (2) talking to multiple 7905A disc discs (up to eight) through the same controller. Hughes now has a system running RTE-II in one CPU and RTE-III in a second CPU simultaneously talking to two 7905A's through a common controller. Voila!, we now have the solution to Hughes' needs. Until the DTS-70 is upgraded to work with RTE-III, the customer must purchase RTE-II. The above solution is just one of the alternatives to have both operating system capabilities in one system.

Congratulations, George, on building a system around our product capabilities. Hughes now has the full capability they desired with an easy path to upgrade once the DTS-70 becomes RTE-II compatible.



Hughes Configuration

OEM CORNER

FAIRCHILD RE-SIGNS OEM AGREEMENT

by: Bill Burger/DSD

Fairchild Systems Technology has just signed a new OEM agreement for 25 functional units.

Each system consists of a minimum of a 2125A Discomputer with at least 32K, several 2640 terminals, 12970B mag tape, 12986A 600LPM card reader and 12975A 300 LPM line printer.

The larger systems have 64K, 2 or more 15 Mbyte disc



drives, 2 mag tapes and a 600 LPM line printer. Fairchild is using RTE-II or RTE-III as their operating system central for their own internally designed distributed network, which utilizes HP's 12966A async. communication card. The RTE central is connected to one or more of their "Century" digital test systems.



Congratulations go to *Dick Olson* for his fine efforts.

**NEW OEM'S ON THE RISE**

by: *Stu Kagan/DSD*

New account activity has maintained a powerful momentum during the month of July with 14 out of the 20 OEM/COMBO contracts signed being first-time HP OEM customers. A line-up of our new purchasers and old friends follows.

- Frankel Engineering Labs
- Paceco Company
- Abacus Systems
- Financing Data Planning
- Crawford Associates
- Sieh Associates
- Pro-Data Processing
- Aeroneutronic Ford
- E. I. Dupont
- Software Development Company
- Dyna Craft
- DCM Industries
- Siemens Canada, Ltd.
- Applied Research Labs
- Systems One Group
- Loonam Associates
- Applied Systems Technology
- Advance Control Systems
- Electromask
- Data Systems for Industry

- Tom Kroupa
- Jack Caffey
- Dave Kalman
- Ed Wilson
- Alan Foster
- Joe Pifko
- Joe Pifko
- Dave Marsh
- Roy Innella
- Don Porter
- Gary Leight
- Mike Chonle
- Frank Novak
- Paul Lambert
- Gary Lee
- Mike Merrill
- Lou Castagnola
- Stan Segal
- Joe Pifko
- Don Pantle

Congratulations to you guys out there for bringing 'em in! It's your hard work that keeps our OEM business booming. Keep 'em coming — SELL OEM!!

**OEM TEAM IS STRENGTHENED**

by: *Stu Kagan/DSD*

We now have a full complement of players to assist you in your OEM sales activities. Each individual has a prime area of responsibility. But don't let that hang you up! — If your Sales Development Engineer isn't available, just ask for anyone in the OEM group. We're here to help YOU!!

The positions are:

Lead/Backup	Extension	Region
Bill Burger/Wendi Brubaker	2645/2516	Neely
Chuck Wain/Wendi Brubaker	2308/2516	Midwest/West HPSA
Frank Jackson/Willie Whitfield	2643/3476	Eastern/Canada HPIC
John Trudeau/Willie Whitfield	2810/3476	Southern Midwest/East



Well, that's the line up. We're ready and anxious to help sell those OEM's. If you need anything at all, just give us a call!

**Product News**

**21MX INSTRUCTION SET IMPROVED**

by: *Bob Frankenberg/DSD*

Starting with Oct. 1 shipments, the instruction set of all 21MX Processors will include an improvement in the Compare Words (CMW) instruction. Its range has been extended to include the full range of positive and negative integers (-32768 to +32767). The original CMW instruction would only operate correctly on positive integers, which proved to be a limitation in several applications. Since the description of this instruction in the original 21MX Reference Manual could have lead some people to believe that the CMW instruction would work correctly on negative integers, we will provide a no-cost upgrade to those customers who would like this capability in their 21MX. Upgrades can be ordered from CPC on a board exchange basis until April 1, 1977, at which time the free upgrade offer will terminate. If you have a customer who needs this upgrade, service notes (2105 #12, 2108 #19, 2112 #10) have been distributed to all service organizations describing ordering procedures and availability.

**CLARIFICATION ON 9866 PRINTER SUPPORT USING THE 2644 AND DVR05**

by: *Fred Gibbons/DSD*

The manual for DVR05, the RTE block mode 2640/44 terminal driver, specifies that the 9866 printer works with both the 2640 and the 2644. *This is incorrect. Only the 2644/DVR05 combination supports the 9866.*

**HP-IB COMPATIBLE DEVICES***by: Charles Dixon/DSD*

The following is a list of 80 instruments or systems that have gotten on the bus and the number is growing daily.

**IEEE 488 COMPATIBLE PRODUCTS**

Instrumentation available with interfacing for the 488 bus is listed alphabetically by company.

<b>Boonton, Electronic</b>	5345A	Electronic counter	<b>Nicolet Instruments</b>
76A Automatic 1 MHz bridge	5353A	Frequency counters, channel plug-in	NIC-1180 Data acquisition system
<b>Data Works Instrument</b>	5363A	Time interval probes	P2467 Printer
4880 Bus interface coupler	5354A	Converter plug-in	PM2460 Scanner
<b>Dana Laboratories</b>	8016A	Word generator	PM6650 Counter
55 Microprocessing GPIB	8503A	Automatic rf network analyzer	PM2441 DVM
(5000, 5900, 6900 DVMs)	8505A	Automatic rf network analyzer	<b>Phillips</b>
9000 Timer/Counter	8620C	Microwave sweep oscillator	P2467 Printer
<b>Dana Exact</b>	8660A/C	Synthesized signal generator	PM2460 Scanner
801 Frequency synthesizer	8672A	Microwave synthesizer	PM6650 Counter
802 Frequency synthesizer	10745A	Laser transducer system coupler	PM2441 DVM
<b>Decca</b>	59301A	ASCII-parallel converter	<b>Physical Data</b>
3000HF Communications receiver	59303A	Digital-to-analog converter	512A Transient recorder
<b>Fluke Manufacturing</b>	59304A	Numeric display	514A Transient recorder
6010A Synthesized signal generator	59306A	Relay actuator	<b>Process Dynamics</b>
6011A Signal generator	59307A	Dual VHF switch	488 Flexible disk system
<b>Hewlett-Packard</b>	59308A	Timing generator	<b>Rohde &amp; Schwarz</b>
436A Power meter	59309A	Digital clock	PCL Card reader (SMDW synth., SMLU Gen., PCW Code converter DPVP atten.)
3320B Frequency synthesizer (11235A)	59310A/B	21MX computer interface	<b>Systron-Donner</b>
3330B Automatic synthesizer/sweeper (11235A)	59401A	Bus system analyzer	7115 DMM
3490S Digital multimeter	59403A	HP-IB common carrier interface	DPS-50 Programmable power supply
3495A Scanner	59500A	Multiprogrammer (6940B) interface	6054B Microwave counter
3571A Tracking spectrum analyzer	<b>Interface Technology</b>		<b>Tektronix</b>
3745A Selective level measuring set	RS432 Data and timing generator		4051 Basic graphic computing system
3968A Instrumentation tape recorder	RS648 Timing simulator/word generator		4924 Magnetic tape unit
5150A Thermal printer	<b>Interstate</b>		4662 Digital plotter
5312A Interface module (5300B measuring system)	SPG-800 Signal generator		<b>Wavetek</b>
5328A Universal counter	<b>Ithaco</b>		152 Function generator
5340A Frequency counter	4001 Programmable filter		158 Waveform generator
5341A Frequency counter	<b>Motorola</b>		159 Waveform generator
	MC3440, 3441, 3443, 3446		
	Quad transceivers		

**RTE/HP-IB AN UNBEATABLE COMBINATION!!!****11000 YELLOW BRICK ROAD***by: Dave Bunch/DSD*

It has come to our attention that several orders have been erroneously sent to DSD instead of the Division of OZ. (The OZ division, as you know, is where you send all orders for software which have never been written.)

Many of the devices furnished by DSD have option 421 or 422 which provide software drivers for these devices. Some do not have software drivers. For devices, **Please** check your CPL for confirmation and send all non-existent driver orders to OZ division so that it will not affect your valid DSD order.

If you have any question as to the correct division, please call Sales Development. We may know of some customer Wizards who have already written your needed software.

Avoid this cyclone by checking this early in the deal and you will not be called into some very uncomfortable tea parties by your customers.

**SOFTWARE COPYRIGHTS***by: Mark Fowle/DSD*

Here's a quick note on software copyrights. We have had several cases reported in which customers have duplicated software sold with HP equipment so as to use it on equipment purchased at a later date, not understanding that our software is copyrighted. This made it difficult for our FE to explain to the user why he must pay for duplicate software.

Here's a quick review: HP copyrighted software may be copied for archive purposes. No warranty, installations, training or similar services will be provided by HP for these duplicate copies. HP copyrighted software may not be copied onto any media (e.g. magtape, paper tape, disc memory cartridge, ROM, etc.) for any other purpose.

In the case of any OEM Purchase Agreement, buyer may also duplicate such software once for each Type I or Type VI processor or system purchased. No warranty installation, training or similar services will be provided by HP for these

duplicate copies.

As you might have noticed, I copied this text from the OEM and End User Purchase Agreement forms. I would recommend that new customers be made to understand the copyright so as to avoid misunderstandings at a later date.

**21MX 4K, 8K MEMORY PRICES CUT 30%**  
*by: Orrin Mahoney/DSD*

Good news for customers who need less than 16K multiples for 21MX semiconductor memory. Now 4K and 8K memory modules are available at virtually the same low prices as our 16K memory modules.

The table shows the new prices for 4K and 8K memory modules along with the existing price for 16K memory modules.

<b>12994A</b>	<b>4K Memory Module</b>	<b>\$625</b>
<b>12998A</b>	<b>8K Memory Module</b>	<b>\$1100</b>
<b>13187A</b>	<b>16K Memory Module</b>	<b>\$2100</b>

These price cuts continue to maintain HP's leadership in the semiconductor memory area. They will provide more competitive low-end computer prices and should provide an opportunity for add-on memory business for customers pushing the limit on their current memory configuration. (This is usually everybody who's been programming for more than three months.)

The new prices will appear on the November Corporate Price List. In the meantime, DSD will accept orders at the new prices via HEART override.

Don't forget — only one 12994A 4K module per computer.

**SPECIAL SALE ON EXPANSION MEMORY FOR HP 2100A OR 2100S COMPUTERS**

*by: David Carver/DSD*

Field add-on memory prices for 2100A/S computers have been slashed by 20%! This great offer is good for only four months, so get those orders in now!

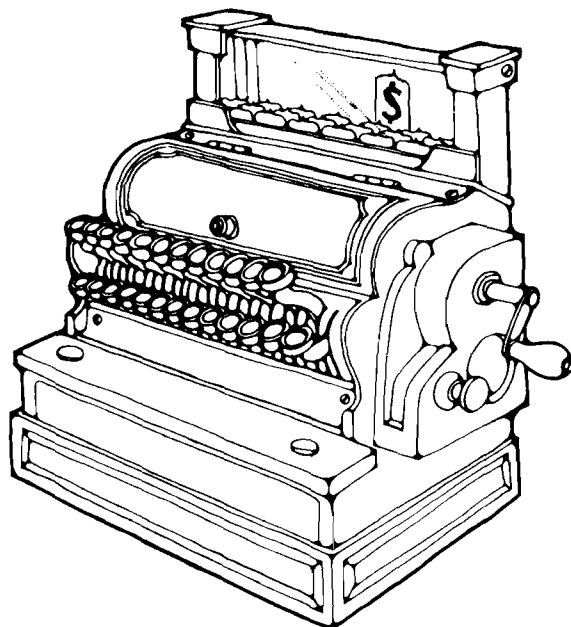
The HP 12885A, 8K field expansion memory for the 2100A/S, has been reduced in price from \$4000 to \$3200, effective immediately. This price will be in effect until December 31st, at which time the price may be increased due to increasing costs of production and decreasing volume. The intent is to compress as many orders as possible into the next four-month period, so we can phase down the capacity of our core-stringing facility.

The \$3200 price will appear on the November Corporate Price List. In the meantime, DSD will accept orders at \$3200 via HEART override. There are more than 8,000 2100's out there, so we're expecting a lot of orders.

To help your sales efforts, we are sending a letter to each 2100A/S customer announcing the memory sale.

**Make this year an Outstanding Year...**

**Ring up those OEM Sales!**



**HP-IB: FORGET-ME-NOT**

by: *Dave Hannebrink/DSD*

Given a full bag of computer goodies with which to entice customers, the field sometimes asks for useful sales reminders concerning a specific product.

So, when selling HP-IB, DON'T FORGET:

- HP-IB remains the only available, standard product in the market that conforms to the IEEE standard 488-1975 for programmable instrumentation. The number of compatible instruments (HP and non-HP) continues to grow; i.e. acceptance of the standard is a reality.
- Corporate commitment to the HP-IB is high; as a result, Sales Development has increased its effort to help you qualify and pursue the hot leads. Get us involved.

**DATAMATION and COMPUTER DESIGN**  
August Issues.....6 pages HP

- Make use of the instrument sales force. They can turn you on to customers who need the HP-IB today. A brief explanation to help them qualify a computer application vs. a calculator application can pay off for you.
- Over 2000 59310B cards have been sold since its introduction in April. The computer based HP-IB applications are there.
- Availability is almost immediate. Get HP-IB add-ons up and run in a hurry.
- Refer customers to the highly successful Computer Advances (August editions of Datamation and Computer Design) and Measurement/Computation News (August editions of Electronics and Electronic Design) for an impressive HP-IB pitch.

You now live a salesman's dream: proven product, growing market, no serious competition, guaranteed factory support. Take advantage of this current ideal situation to SELL HP-IB!

**ELECTRONICS and ELECTRONICS DESIGN**  
September Issues.....10 pages HP

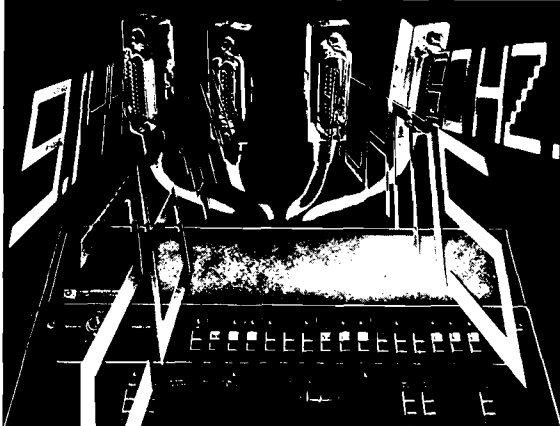
INNOVATIONS FROM  
**HEWLETT-PACKARD**

# COMPUTER ADVANCES

**DATA BUS STANDARD SIMPLIFIES INTERFACING.**

An essential missing link which will help the measurement and computing industries achieve their combined growth potential. A new standard digital data bus interface today, non-standard interfaces are costly and complex. The movement toward digit based processing with minicomputers and distributed intelligence in peripherals and instruments, serving instruments and peripherals. The new IEEE 488 standard meets this demand simply and effectively.

Standards are important as technology evolves. The new standard digital interface is a winning design for the electrical industry. It saves time and provides immediate application. This is the new standard and it works. High quality has encouraged the new



**NEWLETT-PACKARD'S HP-IB 21MX MINICOMPUTER. SIMPLICITY AND POWER FOR AUTOMATIC TESTING.**

## MEASUREMENT COMPUTATION NEWS

innovations from Hewlett-Packard

INTERNATIONAL edition      SEPTEMBER 1976



**COMPUTER ADVANCES** in this issue

New HP-IB 21MX Minicomputer controls multiple instrument clusters, accesses built-in test programs—all at the same time.

**MEASUREMENT NEWS** in this issue

Build your own automated test system easier and faster with the HP-IB.

**COMPUTER ADVANCES**

**MEASUREMENT NEWS**

# Sales Aids

## ADM/RTE

by: John Koskinen/DSD

Believe it or not — AMD/RTE is alive and well and residing in the contributed library.

The package found excellent acceptance in Scandinavia when converted to RTE — some 20 accounts are using it for data-base management applications.

Essentially the ADM package is a prototype IMAGE system. It doesn't have the master-detail file relationships that IMAGE has but has a few utilities that commercial end users may find helpful. These include:

- Data logging
- Field update in a sequential file
- Record selection on a sequential file
- Sort on a sequential file
- Data manipulation routines such as moves and converts
- Binary searches on sequential files
- "HASH" accessing on direct read files.

You can order ADM/RTE after October 1st from the contributed library:

TAPE	PART NO.
800 BPI	22682-10928
1600 BPI	22682-11928

The package includes an excellent manual.

## FIELD QUOTATION OF ADDITIONAL SETS OF MANUALS FOR 96MX SYSTEMS

by: D. Bunch/B. Hoke/DSD

A large number of you have requested quotations for additional sets of manuals for the 96MX systems. Up until now it has been a painful procedure. I'm pleased to announce that we have now made it possible for you to quote the additional sets directly. The price will be as follows:

9640A System	\$310 plus \$20/option
960X System	\$350 plus \$20/option
9700A System	\$350 plus \$20/option

This will include a duplicate set of the hardware and software manuals. These can be ordered as an option:

M78 Duplicate Set of Manuals — \$\$\$

If your customer wants early shipment of manuals, the only way that this can be accomplished is to have them order the M78 option and request the early shipment. We will then ship

them the duplicate set as quickly as possible. There may be a slight difference between the M78 option and the system manuals due to changes of updates that occur between the shipment of the M78 and the system, but these differences should be minor.

## A FULL CALENDAR OF . . .

by: Bill Stevens/DSD

Conferences can be an excellent way of generating new sales leads at a low cost per lead. For example, at the AIIE Distributed Data Processing Conference last month in San Francisco; HP's Hospitality Suite produced in-depth face-to-face contacts for less than \$10 each. Those who attend conferences are often about to purchase a system. Further, those who attend are truly serious and are usually influential. A well publicized Hospitality Suite can draw 80% or more of the conference attendees. All in all, it beats a cold call.

Below is a geographically segmented listing (sorry, not a data base) of computer-related conferences. Happy Hunting!

### WESTERN NORTH AMERICA

- Sept. 14-17 WESCON  
Los Angeles, CA (HP will be there!)
- Sept. 27-29 MICRO-9 Workshop on Microprogramming  
New Orleans  
(213) 772-2965
- Oct. 10-14 Instrument Society of America  
International Conference and Exhibit  
Houston, Texas  
(412) 281-3171
- Oct. 19-21 Mini-Micro Computer Conference & Exposition  
San Francisco, CA  
(714) 528-2400
- Nov. 18 Invitational Computer Conference  
Dallas, Texas  
Contact: B.J. Johnson & Associates  
(714) 644-6037

### EASTERN NORTH AMERICA

- Sept. 27-29 Minicomputers: The Application Explosion  
New York, N.Y.  
AIIE, (213) 826-7572
- Sept. 27-29 8th Annual Conference  
Society for Management Information Systems  
Chicago, Ill.  
(312) 567-5119
- Sept 28-30 Canadian Computer Show  
Salon De l' Ordinateur  
Place Bonaventure  
Montreal, Canada  
Show Mgr: Derek A. Tidd, Industrial and  
Trade Shows of Canada,  
481 University Avenue,  
Toronto, Ontario, M5W 147
- Oct. 4-5 Instrumentation and Computer Fair  
Philadelphia Marriot  
Philadelphia, Pa.  
(301) 937-7177

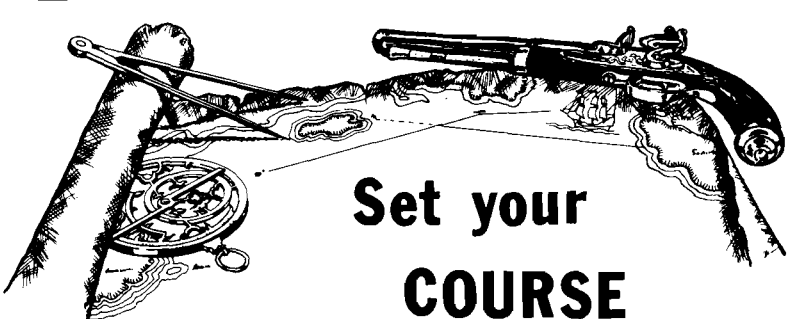
- Oct. 26      Invitational Computer Conferences  
Chicago, Ill.  
Minneapolis, Minn.  
B.J. Johnson & Associates  
(714) 664-6037
- Nov. 8-11    Mini - and Microcomputers  
Hotel Toronto, Toronto, Canada  
Contact: Hamza, P.O. Box 3243, Station B,  
Calgary, Alberta T2M 4L8 Canada
- Nov. 8-11    INFO '76, Chicago, Ill.  
Clapp & Poliak  
245 Park Avenue  
New York, N.Y. 10017
- Nov. 17      Computer Network, Trends and Application  
Gaithersburg, Md.  
Contact: Harry Hayman  
(301) 439-7007
- Jan. 31 -    ACM Computer Science Conf. & SIGCSE  
Feb. 3, 1977    Technical Symposium  
Atlanta, Georgia

**AUSTRALIA**

- Nov. 8-12    Exhibition of U.S. Computers and Peripheral  
Equipment  
U.S. Trade Center  
Sydney, Australia  
Contact: Irwin D. Nathanson  
(202) 377-4957

**EUROPE**

- Sept. 14-16    Eurocomp  
London  
Contact: Online USA  
11007 Old Coach Rd.  
Potomac, Md. 20854
- Sept. 23-Oct. 1    SICOB  
Pans, France  
Contact: Mr. Hermieu, 6 Place du  
Valois, 75001, Paris
- Oct. 12-14      Euromicro  
Venice, Italy  
Contact: Jan Wilmink, Program Chm  
Twente U of Technology
- Oct. 12-15      Micro/Minicomputer Exhibit  
U.S. Trade Center  
Frankfurt, Germany  
(202) 377-3748
- Nov. 23-25      COMPEC '76  
Wembley, Middlesex, England  
Contact: Trident Conferences, Abbey Mead  
House, 23a Plymouth Rd. Tavistock,  
Devon PL 19 8AU England
- Nov. 23-27      Conf-Exhibition of Automation & Instr.  
Milan, Italy  
Contact: Federation of Scientific and  
Technical Associations  
Piazzale Rodolfo Morandi  
2 (Piazza Cavour) 20121 Milano



Set your  
COURSE

for that OEM ~~SALE~~  
Sale Now!

# DATA TERMINALS NEWS

## Sale\$ Succe\$\$e\$\$

### THE UNIVAC CONNECTION

by: Rich Ferguson/DTD



As a result of our never-ending search to document how the 2640 series terminal is connected to foreign computers, the following information is included which describes the method that VIP Services in Houston, Texas, has successfully connected a 2644 terminal to a Univac 1110 computer.

The following is an excerpt from a letter written by VIP Services which explains how they have implemented the tape functions of the 2644 terminal, with their Univac 1110 computer with Exec 8.

"To send data from tape:

With the terminal signed up in the "demand mode" to an Exec 8 Univac 1100 series machine and a tape containing lines of data and possibly Exec commands in the left slot, one types GOLD f<sub>1</sub> f<sub>7</sub>. Then *not*, repeat *not*, in CQUE mode you change the solicitation character to a DC1 by sending:

@@TTY S,Q°

Then simply depress READ. Each DC1 received from the Univac will cause the next record to be read from the left tape.

To receive data on tape:

To record lines of data being sent from the Univac to the 2644A tape, depress GOLD f<sub>3</sub> f<sub>5</sub>, then key in the final Univac command for listing (say a P! if using the editor) followed by striking the carriage return and quickly depressing the Record key."

The moral of the story is 2640 series terminals offer great

performance advantages on not only HP systems but foreign computers as well. Let us know what successes you have had and we will be happy to publish them.

Our thanks to *Ron Guyote* in Houston for sending us this information.

### WILSON MAKES HEADLINES IN NEWSPAPER INDUSTRY

by: Rich Ferguson/DTD

It seems that there is no holding down *ED WILSON*, who is one of our men in Florida. He just sold eight 2640A's to Knight-Ridder Newspapers in Miami, Florida, which is a large holding company that controls a number of newspapers across the country.

The terminals will be used on an application which controls almost every aspect of administration activity for the Independent Press Telegram in Long Beach, California. Such things as accounting, data entry and retrieval, and data base management are a few examples. These eight terminals are only a start, since it is expected that more will be added later as the application expands.

The superb performance of the 2640's was further enhanced by interfacing them to one of HP's better known multilingual terminal controllers.

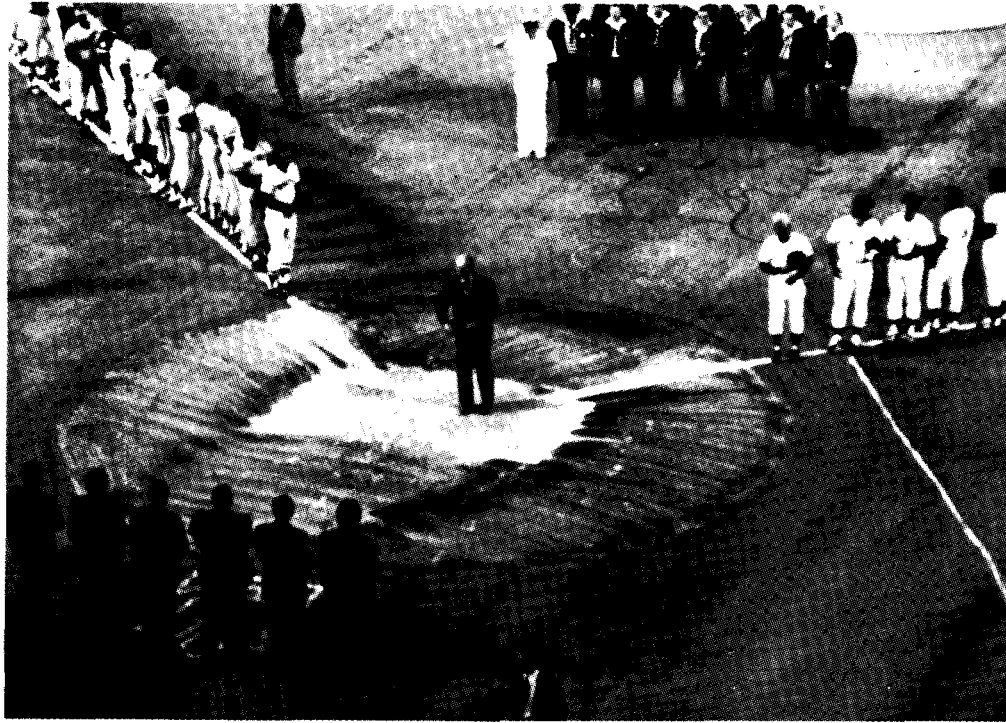
When asked why the 2640 was chosen over the competition, the customer said it was the superior editing qualities in addition to the high resolution display. Great work, *Ed!*

### DATA TERMINALS VISIT ALL STAR GAME

by: Rich Ferguson/DTD

That's right! — our HP 2640 Terminal was present at the annual All Star Game in the Pressbox in Philadelphia, Pennsylvania on July 13, 1976. *Gene Ackerman* — King of Prussia — was also at the game demonstrating the terminal to Sportscomm, Inc.

Sportscomm provides communication services for the newspaper industry, especially for the sportswriters. They have been using telecopies to transmit the stories to the various newspapers' typesetting computer and they are now using



our terminals. Sportscomm, Inc. just placed an order for five HP 2640B Terminals and should be ordering five or ten more for September delivery.

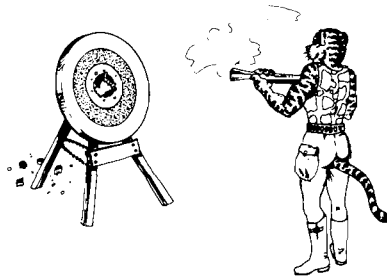
Sportscomm used two terminals at the Democratic Convention to transmit 25,000 words of copy per day to the newspapers, used our terminal at the PGA Golf Tournament in

Bethesda, and *Joan Loveless* of DTD came through in the clutch to deliver three of the HP 2640B's to Kansas City in time for the Republican Convention.

*Gene* had help from *Tony Lepone* and *Bob Leiby* in turning this application into a bona-fide order.

## SHARP SHOOTER DE SCHUTTER HITS

by: *Eric Grandjean/DTD*



DTD received a handsome order from *JEAN LUC DE SCHUTTER*, HP Brussels, for ten 2640A's worth more than \$34K.

Usines Boel, a long-time HP customer, is a steel mill producing mainly primary sheet metal, with production and steel rolling machinery under the control of RTE II and RTE III distributed systems. Our terminals, which will be located in the middle of where the action is, will be used to enter control parameters and display vital production and statistical control data for the production lines, as well as for production run scheduling. Our tough and reliable 2640's, which, by the way, will operate in block mode for increased efficiency, will replace the presently used fleet of Data Point, TEK and other TTY terminals.

Congratulations, *Jean Luc*, and thanks for selling terminals. DTD aims to keep our customers happy.

## HP SUPPLIES THE OIL EMPIRE

by: *Carl Flock/DTD*

*BOB BOLCIK* of our Rockville sales office has just sold \$50K in 2644A terminals and printers to the U.S. Corps of Engineers. The 2644A systems will be used in the Near East oil countries. The computers which will be connected to the terminals have yet to be determined and will depend upon the country of final destination.

While we might speculate that the 2644A will command the flow of billions of gallons of oil, such is not the case. Actually, they will be used as a data entry/information retrieval station of a more valuable product for the country involved — WATER!

This is just the beginning of a series of projects that will result in many follow-on sales for *Bob* and Data Terminals.

## LIONHEARTED LAZENGA'S LIMITLESS LUCIDITY LASSOES LUCRATIVE LEADER (IN PAPER INDUSTRY!)

by: *Rich Ferguson/DTD*

*JACK LAZENGA* from our Iowa City sales office keeps on rolling and sells five 2640A terminals to a paper company! *Jack* beat the competition to a pulp and landed this sale at Star Forms, Inc.



They will be using the terminals for on-line inquiry for general business applications. Such things as generating invoices, bills of lading, and using the optional 9871 printer for printing checks. One very interesting aspect of this sale which demonstrates the power of the stand-alone capability of the 2644A is that we are replacing a remote IBM System 32 with a 2644/9871 combination. Instead of using the System 32 for processing data at a remote location, the data will be entered off-line on the 2644 and then batch transmitted to a well-known HP multilingual terminal controller for processing. Afterwards, the processed data will then be retransmitted back to the 2644A cartridges for later off-line printing. To accomplish this remote hookup, twin Vadic modems will be used.



The features most important to the customer were the off-line capability, the forms and general overall quality of the terminal.

Keep on truckin', *Jack* — and I look forward to making you famous again next month!

## Service News

### 2640 SERIES TERMINALS — TO SWITCH OR NOT TO SWITCH

by: *Ed Churka/DTD*



Very rarely it becomes necessary to replace a keyboard on the HP 2640A, 2640B, 2640C, 2640N, 2640S, 2644A or 2645A. All these keyboards are repaired by replacing the same keyboard Printed Circuit Assembly with the exchange assembly (02640-69018).

However, when just a key switch fails, some people have elected to change the failed switch instead of the entire PCA.

If you or your customer decide to switch the switch instead of switching the assembly, the switch part numbers are listed herein:

<b>TERMINAL RESET SWITCH</b>	<b>3101-1745</b>	<b>1 each</b>
<b>STANDARD KEY SWITCH</b>	<b>3101-1899</b>	<b>99 each</b>
<b>LOCKING KEY SWITCH</b>	<b>3101-1900</b>	<b>4 each</b>

## Order Processing

### DTD OP SAYS "YES, CALL US!"

by: *Fran Codispoti/DTD*

Thanks to your selling more and more terminals, our group has expanded to assist you further in your selling endeavors. Please welcome our new people.



<b>Lead — Dianne Nikkel — Returns</b>	<b>Ext. 2849</b>
<b>Neely, ICON — Wes Cox</b>	<b>Ext. 2206</b>
<b>Eastern — Joan Loveless</b>	<b>Ext. 2118</b>
<b>Midwest, Southern — Verdell Van Bergen (New)</b>	<b>Ext. 3593</b>
<b>Europe — Gary Traynor (New)</b>	<b>Ext. 2096</b>
<b>Canada, IOS — Jessica Giudessessi</b>	<b>Ext. 2043</b>
<b>Scheduler — Nancy Sanchez (New)</b>	<b>Ext. 2724</b>

#### WHAT TO CALL US ABOUT:

Order Status — Use your open order status fiche first

Delivery Information — DO NOT call Sales Development

GSA Information — Call me

OR Any other questions pertaining to your orders, whether they're specials or standard.

We work very closely with Sales Development — But they answer your technical questions. We take care of getting your order through timely and with the least amount of hassles.

If we may assist you, please call.

### CORPORATE PRICE LIST DISCREPANCIES

by: *Tom Anderson/DTD*

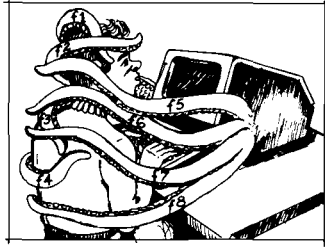
The September CPL show the price of the 2645A/030 as \$160. This option deletes the standard data communications module and should be priced at — \$160. When you enter an order for option 030, HEART will pickup and print — \$160 (the correct price). The error is in the way the CPL is printed. This should be corrected in the 1 October CPL.

Another problem being corrected in the October CPL is the quantity price of the 2640S and 2640N terminals. The quantity five price for the 2640N or 2640S is \$2,530. Until 1 October, it will be necessary to override to show a price of \$2,530 for quantities 5-9. Sorry for any inconvenience.

# Product News

## PEOPLE WHO PROGRAM SOFTKEYS GET WRAPPED UP IN THEIR WORK!

by: Rich Ferguson/DTD



One of the major contributions of the 2645A is the soft keys, or user-definable keys. Each key can store up to 80 characters in RAM memory. The characters stored can be escape sequences that can perform complicated functions locally, or they can be messages transmitted to a host computer, a log-on message perhaps.

Keep in mind that the soft keys can be loaded from any of the following sources: the keyboard, optional tape cartridges, or computer. Because the function of these keys can be defined by the user, they can be considered to offer a form of programmability; therefore, when a customer asks if HP's terminal is "programmable," find out what he means by "programmable." To some people, this capability is what they are referring to.

The benefit to the customer is capability offers is *SIMPLIFIED OPERATION!* This means dollars saved to your customer by reducing the time to perform operations and reducing errors by eliminating many additional keystrokes. Sell this benefit to your prospects, since it is something they can really appreciate. Besides, we have it and other terminals don't!

DTD'S TARGET IS TO MAKE YOU WIN!

# WINNER

of the First Annual DTD  
Onesy~Twosy Sales Contest



## Tom Montella



Selling a terminal into a new account is like planting a seed — after awhile, it will grow into many \$ for you!

# GENERAL SYSTEMS NEWS

## Sales Successes

### JUNE EDUCATIONAL SALES

by: Chris Doerr/GSD

Seven educational systems and several add-ons were sold to educational customers in June for a grand total of just under \$1 million. Seven separate educational software orders were received as well. Thanks for a very good month!

School	Products Sold	F.E.
University of Tennessee Chattanooga	3000 Model 5	Jack Clarke Atlanta
Wharton Jr. College	3000 Model 5 6-2640's	Gary Stump Houston
Aurora Public Schools	3000 Model 7 7-2640's SIS/SAS	Ron Johnson Englewood
Anderson College	3000 Upgrade	Mike Naughton Indianapolis
Smithtown Bd. of Education	2000 Model 30 IDF/IMF/MATH	Marya Daniels Paramus
Education Service Center Reg. 9	2000 Model 30	Paul Lambert Houston
Flint Board of Education	2000 Model 30	Barry Pehoski Farmington

Here is a summary of the software sales:

Product	No. Sold
IDF/IMF/MATH	3
GRAPHICS	3
SIS/SAS	2
CIS/2000	1

Keep selling Education!

### ACKNOWLEDGEMENT

GSD's editor would like to thank **Mel Kelm** for providing the article entitled, "HP 3000 Manufacturing Systems" from Vol. 1, No. 5 of the INFORMATION SYSTEM NEWSLETTER.

### CUSTOMER PROFILE:

#### Ministry of Oil and Minerals in Iraq

by: Carol Budkowski/GSD

Recently, the Ministry of Oil and Minerals (MOIM) in Iraq purchased twenty-one HP 3000 systems. These systems will be used in three primary application areas which have been standardized in Iraqi industry:

- general accounting,
- payroll, and
- inventory control.

Future HP 3000 applications, such as production control, are being developed by two teams of programmers who trained at GSD during the past few months.

When asked "Why HP?", *Kais Tappuni*, MOIM's operations manager, replied that HP did more for the Ministry than any other computer manufacturer. Delving in this further, it was learned that HP's Data Terminal Division (DTD) designed a terminal to meet the Iraqis' requirements. One such requirement was the use of Arabic, which has 31 characters, unlike English with 26. HP's solution was designing the MOIM terminals with an Arabic keyboard and a cursor that moves from right to left, the direction people read and write Arabic.

By meeting these specifications, the Iraqis and HP have set new standards in electronic data processing in and accepted by the Middle East. This truly significant Hewlett-Packard contribution may lead, depending on the success of the twenty-one systems' installation, to more sales of HP products throughout the Arab bloc.

GSD would like to express its appreciation for all the effort going into this sale. We would especially like to thank *Tony Gunn* and *Phil Pote*, our representatives in Athens.

### GOING AFTER THE FORTUNE "100"

by: Bob Ingols/GSD

*Bob Sudkamp* and his Midwest East sales force are closing orders with some very large corporations and making their large account selling strategy pay off. In addition to Standard Oil Company of Ohio, which was discussed in a recent issue of the Computer Systems Newsletter, we've just installed a Series II system at Chrysler Corporation, in Detroit. Both are

in the top 100 U.S. companies listed by *Fortune* magazine in their annual survey by sales.

### Chrysler

The 3000 is replacing work done previously on a System 3/10 and a System 3/6. The major benefit of the 3000 is much faster information turnaround. The key sales features were COBOL, IMAGE and QUERY from terminals.

During labor contract talks with the UAW later this summer, there's a real need to have up-to-date information regarding the effect of various union benefit proposals on long-term company profits. For example, if the union proposes all employees retire after thirty years, the financial impact on Chrysler depends on how many employees would retire when and at what salary level. Variations of these parameters are desired. Three years ago a batch computer could not respond fast enough to aid negotiators. The data base is maintained by the Personnel Department which has its own programming staff.

Please contact *Ray Drost*, Farmington, the winning Account Representative before referencing. *Gary Davis*, is the S.E. who helped close the order.

## Product News

### 3000CX TO 3000 SERIES II UPGRADE POLICIES

by: *Dave Sanders/GSD*

There has been some confusion about the details of our policies regarding the 30409A CX to Series II upgrade product. Attached is what I hope is a complete set of policies which clarifies the areas of confusion of which I am aware.

#### Scope

Current HP 3000CX customers will be able to take advantage of the increased capabilities of the HP 3000 Series II. This is made possible by product number 30409A — CX to Series II Upgrade. By ordering this product, current CX customers will be able to convert their existing configuration to a 256KB Series II with Model 9 expansion capabilities.

#### Price

The price of this upgrade will be \$75,000. This \$75,000 represents an excellent value to current customers since it allows them to approximately double their present throughput. Plus, it provides them a substantial growth path that ensures continued support for their future data processing needs.

#### Product Description

This product physically consists of two new cabinets containing the new Series II CPU with full instruction set, new semiconductor memory, a new multiplexer channel, two new DC power supplies and all necessary card cages and

cabling. The 30409A and all of its options are currently listed and described on the Corporate Price List.

The upgrade is actually installed by removing the right-hand two bays of the installed system and replacing them with the two new bays which are part of the upgrade. The old I/O controllers and two of the old DC power supplies are then moved to the new cabinets to become part of the upgraded system. Installation is expected to take 30 man-hours (2 men for 2 days). Installation during normal working hours by HP Customer Engineers is included in the price of the product. Installation outside of normal working hours is on an extra-charge basis subject to local availability. New Series II version of the customer's software is included with the 30409A; the new software is installed by the HP Customer Engineer from his Master Installation Tape (MIT).

#### Trade-in Allowance/Configuration Notes

HP stands ready to offer the customer a trade-in allowance for the equipment left over after the upgrade has been installed. Since there are a number of different configurations of systems in the field, we have formulated the following rules for our trade-in allowance:

1. A \$10,000 credit will be issued if the customer returns the following equipment:
  - the old CPU, including the extended instruction set, if present.
  - 128 Kbytes of core memory and memory controllers
  - the old multiplexer channel.
  - two cabinets with fans, blowers, power distribution units, and electrical wiring.
  - system control panel (either the "CX" panel contained in the cabinet door or the older maintenance panels with interface which had been mounted in the separate system desk. The systems desk itself, if present, stays with the customer.)
  - the remaining DC power supplies.
  - the card cages mounted in the two cabinets, and the associated backplanes and cables.
2. An \$8000 credit will be issued if the customer returns the above list of equipment except for returning only 96 Kbytes of memory.
3. If the customer's initial system contains a selector channel (30030A), then he must order option 132 when he places his order for a 30409A. This option provides two new printed circuit assemblies which upgrades his channel to be compatible with the Series II. (The complete channel contains a total of four printed circuit assemblies.) A credit of \$500 will be issued if the customer returns the two old printed circuit assemblies to HP.
4. Customers with 3000's shipped prior to November 1974 may have an early version of the asynchronous terminal controller board (the early version is 30060-60001). If so, option 152 should be added to the 30409A order at no charge. The early version of the board should be returned to HP.

5. Customers with systems containing older-style 52" high cabinets with red, blue, yellow, or wood grain front panels may choose to order additional Series II-style cabinets to replace their older cabinets and provide a consistent appearance for the upgraded system. These new cabinets are ordered via option 150 of the 30409A. HP is willing to remove the old 52" cabinets from the customer premises, but will issue no additional trade-in credit for them. Of course, the customer may keep these cabinets if he wishes.

6. A few customers have systems with a 7900 disc drive installed in Bay 2 (the second bay from the right) of their system. These customers will have to order an additional Series II-style cabinet to mount this disc drive in. Order via 30409A-150.

7. The following peripherals are not supported on the Series II:

- IBM 2741
- HP 30107A Card Reader Subsystem (2950A Card Reader)
- HP 30112A Card Punch Subsystem (2890A Card Punch)

No trade-in allowance is available for these devices.

8. The 30103A-001 (2 Mbyte fixed head swapping disc) does not contain enough storage capacity to work properly with a Series II. Customers having this device can either special order an expansion to 4 Mbytes (30103A-E01) for \$14,500, or replace the fixed head disc with a 30129A subsystem. If the customer does not already have a selector channel (30031A/B), he must purchase one for the 30129A to operate. No trade-in allowance is available on the 30103A.

### Order Processing

The trade-in allowance should be coded as a miscellaneous charge (M62) and transmitted via HEART on the same order as the upgrade, but on a separate order section number. The quantity should be coded as a positive quantity, the appropriate price as a negative price, and 4700 as the supplying division. No entry should be made in the ship date field. CREDIT WILL BE ISSUED UPON RECEIPT AND VERIFICATION OF THE RETURNED EQUIPMENT AT GSD, SANTA CLARA. All equipment involved must be received at GSD before any credit will be issued.

Any equipment being returned for credit should be shipped freight collect via surface in North America to *General Systems Division, 5303 Stevens Creek Blvd., Santa Clara, Calif. 95050*. Packing materials are included with the upgrade shipment.

### Service Price/Warranty

The basic monthly maintenance charge for the upgraded system should be calculated by taking the maintenance charge for the Series II, Model 9 (32419A), adding the maintenance charge for any equipment the customer has in addition to that included in the standard Model 9, and

subtracting the maintenance charge for any equipment included in the standard Model 9 which the customer does not have in his upgraded system. For example, if a customer with the I/O complement of a Model 9 upgrades his system to a 256 Kbyte Series II, but doesn't have FORTRAN, BASIC, or DEL, his maintenance charge would be:

<b>Model 9</b>		\$926/Month
less:	64KB Memory	- 21/Month
	FORTRAN	- 10/Month
	BASIC Interpreter	- 10/Month
	BASIC Compiler	- 10/Month
	DEL	- 25/Month
<b>Total BMMC</b>		<b>\$850/Month</b>

The equipment purchased by the customer in the upgrade carries the standard HP 90-day warranty. Therefore, the new CPU, memory, multiplexer channel, power supplies, etc. will be in warranty for 90 days. Of course, the equipment which the customer owned prior to the upgrade (disc drives, line printer, ATC, etc.) will *not* go back into warranty as a result of the upgrade. We have determined that the equipment in the basic 30409A upgrade would have a maintenance price of \$300/Mo. if it were priced separately. In order to give the customer the benefit of the 90 day warranty on the new equipment, \$300/Mo. should be subtracted from the BMMC of the upgraded system for the duration of the warranty period. In the above example, then, the customer would pay \$850-\$300 or \$550/Mo. for 3 months after the upgrade, then \$850/Mo. thereafter.

Customers who also upgrade their Selector Channels by ordering 30409A-132 should receive an additional \$25/Mo. credit on their BMMC for the 90 day warranty period.

### Conversion Aids

A one-day on-site course (HP 22818A) is available to assist the customer in understanding the differences between the pre-Series II systems and the 3000 Series II. This course teaches the student the steps he must take to convert to a 3000 Series II installation. During this course, the appropriate Series II compilers and libraries are installed on the customer's pre-Series II system. (These compilers will be available in the field on the UPGRADE.SUPPORT account on the 1624 and later version of the Series II Master Installation Tape.) He is then given instruction in the use of these tools on his old system so that he may properly simulate the Series II environment and implement any necessary conversion before his Series II upgrade is actually installed.

9. The following tables show which disc controller configurations can be supported in the upgraded system:

A. Single-controller configurations:

	<b>Multiplexor Channel</b>	<b>Selector Channel</b>
1.	7900A Controller	
2.	2888A (ISS) Controller	
3.		7905A Controller

B. Dual-controller configurations:

	Multiplexor Channel	Selector Channel
1.	7900A Controller 2888A (ISS) Controller	
2.	2888A Controller 2660A (fixed-head DDC) Controller	
3.	2888A (ISS) Controller	2660A (fixed-head DDC) Controller
4.	7900A Controller	7905A Controller
5.	2888A (ISS) Controller	7905A Controller

Although several other disc controller configurations are theoretically possible, the eight configurations listed above are the only ones which have been thoroughly tested on the Series II. Support for configurations other than these eight will be evaluated as a special on a case-by-case basis. Let GSD sales development know if you need help.

**CORPORATE PRICE LIST CHANGES**

by: Ed North/GSD

Several changes have been made to the September Corporate Price List for GSD products. The price of 7905 disc subsystems, 30129A, and 30329A, and the 1600 bpi mag tape add-on drive (30115A-300) have increased as of September 1. Terminal cables will change from parts to products; e.g., 30062-60006 becomes 30062C. The resulting "new" cables will have higher list prices than their old counterparts (no pun intended). Table I below summarizes the price changes to existing products. Table II shows each new cable product, its previous corresponding part number, and new price.

**Table I. Price Changes**

Product	Old Price	New Price	BMMC
30129A	\$15,000	\$16,200	\$130
30329A	9,925	11,700	99
19701A	12,000	11,700	99
30115A-300	- 975	+ 175	- 12

**Table II. Cables**

New Product	Old Product	Description	New Product Price*
30062B	30062-60004	Data Set Cable — 25'	\$ 65
-001	-60007	Data Set Cable — 50'	+ 30
30062C	-60006	Extender Cable — 25'	105
-001	-60009	Extender Cable — 50'	+ 40
-002	-60012	Extender Cable — 100'	+ 95
30062E	30062-60013	Terminal Cable Adapter	45

\*BMMC is \$0 for these cables.

**Order Processing**

**ORDER NUMBER ON SIGNED LICENSE AGREEMENTS, PLEASE**

by: Carol Budkowski/GSD

To help speed up the paper work process, please include the sales order number on any signed software license agreement returned to the GSD factory. Place this number in the upper right hand corner of the signed license agreement. Thanks for your cooperation.

**Division News**

**SE/TRAINING SUPPORT ORGANIZATION**

by: Stan Shell/GSD

It is our goal to provide the best service possible in the most pleasant manner. Therefore, a new SE/Training Support Organization has been created. The following comments may help explain the various activities.

**WESTERN TECHNICAL CENTER**

Paul Myhre has moved over to manage this new effort that involves

- Customer training at the technical center.
- Phone-In Consulting Service
- On-site customer training of standard HP 3000 courses (4-5 days).

Paul's instructors are Pat Wilcox, Ginny Smith (ex-APD) and Raleigh Floyd, who is moving from a hardware instructor role to software instructor. These individuals will be responsible for teaching the "standard" courses (Comprehensive Introduction, System Manager, Image and Advanced User) at the Technical Center here in Santa Clara and occasionally on-site. Terry von Gease will be joined by Hal Frazier (ex-DSD) on the PICS activity. Terry and Hal will be available to subscribing customers for assistance on selected types of Software/System problems.

While the role of PICS in the bug handling mechanism is not yet firm they will also be involved in that effort. Linda Rodriguez will remain as the receptionist for both the Technical Center and the HP internal classes, while Kelli Ramirez will be Paul's Technical Center Secretary.

**S.E. SUPPORT**

Bob Johnson will head up a team dedicated to supporting the field S.E.'s for 3000 Subsystems. John Pavone, Bob Crum and Virginia Colwell (ex-APD) will work with Bob in determining and implementing the various programs necessary for support. They will also back-up the PICS service and track subsystem bugs and their lab resolutions.

**PERFORMANCE/COURSE DEVELOPMENT**

This group, as the name implies, will work both in the performance evaluation of the SERIES II and in course development. *Jim Willits, Madeline Lombaerde, Janis Andrews (ex-APD), Nadine Halsted (ex-AMD) and Orly Larson* all will spend some percentage of their time assisting the field in benchmarks and demos that reflect on system performance. The rest of their time will be taken up primarily with customer course development and enhancement. This will allow relevant findings on system performance to be included in our customer courses and the System Optimization Course. This group will occasionally teach courses at the Technical Center until *Paul's* staff becomes self-sufficient.

A long term project of this group will be the formulation and support of a demo library from which the field will be able to order selected demo packages.

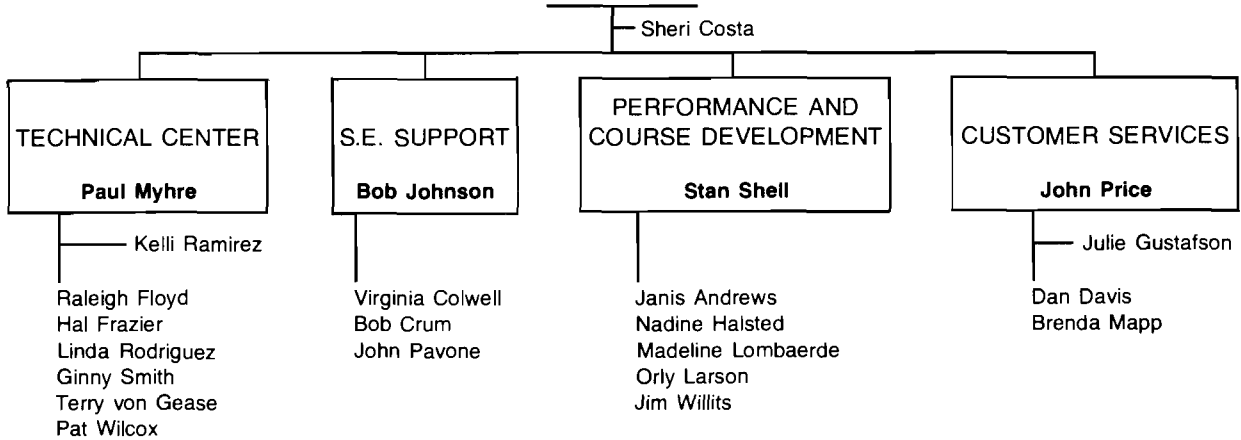
**CUSTOMER SERVICES**

*John Price* and *Brenda Mapp* will continue in their roles of supporting various customer related activities such as the User's Group and the Contributed Library. *John* will also assist *Paul* in the administrative aspects of starting up the Technical Center. *Dan Davis* will continue his fine work in providing the above activities with systems that are properly configured, backed-up and operational. *July Gustafson (ex-CORP.)* is joining the group as *John's* secretary.

*Sheri Costa (ex-Santa Clara)* is my secretary and will be assisting *Bob Johnson's* group.

**SYSTEM ENGINEERING/TRAINING  
SUPPORT**

**STAN SHELL**



**up,  
up, and  
Awa-a-y**

**...with  
SERIES II  
sales!**

# HP GRENOBLE NEWS

## Sales Aids

### SELL THOSE RJE STATIONS

by: *Bernard Guidon/Boise*

The 7260A Optical Mark Reader offers a unique and outstanding feature: It can be associated to any "TTY interface-like terminal," such as the 2762 hard copy terminals or 2640 series terminals.

What it means for your benefit is that you can offer "LOW COST RJE STATIONS" and significantly increase the dollar value of the overall system while offering an effective distributed system to your customers.

Let me give you two examples:

- A 9866A or 9871A is adjuncted to the 2640/44 CRT mini station, itself adjuncted to the 7260A Optical Mark Reader. Optical forms can be transmitted from the reader to the memory/screen of the 2644 for editing and then storage on the cassette. A tremendous number of cards can be stored and then transmitted at once to the system. Reports are then returned to the associated printer.
- A terminal is connected to the 7202 or 7203 plotter, itself adjuncted to the 7260A Optical Reader. Think about the means of outputting to the plotter in addition to the means of data collection afforded by the reader. Data can be collected right at the source on optical forms and then transmitted to the computer for calculation. Results are then output onto the plotter while the terminal offers the conversational capability.

Check the different service bureaus of your territory. They may be interested to OEM these products and offer those unique capabilities on their timeshare services.

OEM those RJE stations. The 7260A has the capability built in!!

## Product News

### USING IBM BASE TO SELL 7260A's

by: *Bernard Guidon/Boise*

Hewlett-Packard is aggressively attacking the IBM base of System 32 and System 3. Now there is another opportunity to place more HP equipment and increase our penetration: The 7260A's.

IBM does not offer any optical card readers on its System 32, and only provides an expensive optical page reader (\$1000 per month lease) on System 3. Once more, the 7260A plays the non-competitive card! However, System 32 and System 3 are bi-synchronous and EBCDIC units, and therefore an Interface/Converter must be associated with the 7260A.

SSC Corporation (5 Research Road, Salt Lake City, 801-582-2680) provides and supports such an interface with its model ASPI 101. A single interface unit allows connection of up to 16 7260A's. Price of such an interface runs from approximately \$3300 for a single 7260A to \$4230 for a configuration of 6 7260A's, yielding only an additional \$700 per 7260A.

The next time you call on an IBM account, think about optical mark readers for System 32 or System 3. It is now an easy business.

### RTE REFRESHER SEMINAR: A POPULAR SUCCESS!

by: *Alic Rakhmanoff/HPG*

The second session of this 3-day seminar was received with the same enthusiasm from European field engineers as the first one.

This seminar, held in Grenoble, was prepared especially for Field Engineers to give them a better feel for what an RTE system can do and what it can't do (the latter being very few things).

The first day consisted of a review of the evolution of RTE from BCS to RTE-III.



Then for the first time in Europe we had hands-on RTE sessions on 5 2640 consoles simultaneously. Among other things, each student prepared and ran a program using the Program development features of RTE. The next session was dedicated to RTE performance. The attendees were given typical execution times for the more common arithmetic operations and data transfer rates to/from various peripheral devices under various system loads, (only for HP internal use).

The last day we had an Image 1000 presentation. We also talked about how to present RTE systems to meet customer's particular needs. The seminar ended with a simulation of a typical sales situation involving an RTE solution.

In addition, every attendee got to enjoy the beautiful scenery of the Alps and of course the delicious French cooking!!

Needless to say, the next two following seminars are already booked up.

**PRICE INCREASES PAPER TAPE READERS FAMILY**

by: Georges Ouin/HPG

Effective September first, prices of paper tape readers have increased:

	OLD PRICES		NEW PRICES	
	FOB GRENABLE	US DOMESTIC	FOB GRENABLE	US DOMESTIC
2748B	\$1975	\$2170	\$2150	\$2375
12925A	\$2400	\$2605	\$2600	\$2870

These price changes reflect the increased costs (parts and labor) in the manufacturing of these products.

Sorry guys!

**THREE DAY DELIVERY ON OMR'S!**

by: Georges Ouin/HPG

No delivery problems on Optical Mark Readers! The two supplying divisions Boise and Grenoble can deliver 7260A's on a three day basis. Yes you just read it . . . three days! Order on Monday, the unit will be shipped on Thursday.

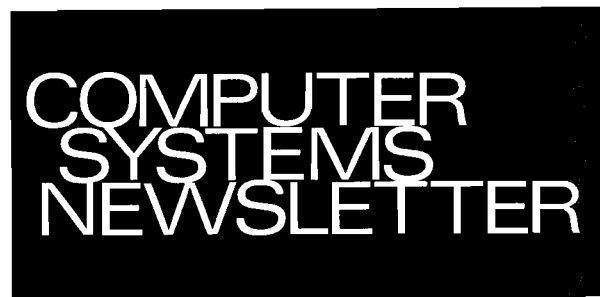
Since we cannot stock all the combination of options for 7260A's, this offer is valid for the following units:

FROM	UNIT TYPE	US PRICE \$	FACTORY BASE PRICE \$
Boise	7260A Standard	3820	N/A
	7260A-002-003-004	4340	N/A
Grenoble	7260A-005-006	N/A	3500
	7260A-002-003-004-005	N/A	3995

Delivery for other combinations of options remains 3 weeks ARO from Grenoble and 5 weeks ARO from Boise.

Who can beat HP? Who can beat the OMR?

**SELL OMR'S**



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